

ABSTRACT OF THE DISCLOSURE

An announcement thread addressing format which comprises a first sub-part concatenated with a second sub-part is described. The first sub-part is preferably the address of the party which generates the addressing identifier, whereas the second sub-part may be random data. An announcer apparatus may then use these address formats by including only those parts of an announcement thread address which render the address unique within the particular index message in which it is to be included, but not necessarily globally unique.